

# STRATEGIC PLAN

MISSOURI WORKFORCE INVESTMENT BOARD

OCTOBER 1, 2008

## **Vision of MoWIB**

The Missouri Workforce Investment Board will provide leadership for workforce development in Missouri based on data-driven decision-making and system accountability.

## **Mission of MoWIB**

The mission of the Missouri Workforce Investment Board is to provide policy guidance and leadership to advance an integrated, demand-driven workforce and economic development system.

## **Strategic Goals**

- I. **Access.** Through access to the labor supply and by filling gaps in demand, to have a particular focus to identify emerging workforce trends and marketplace demands.
  - Strategy 1: Attract and retain talent in the state.
    - Action 1: Recommend incentives for in-demand occupations.
    - Action 2: Cooperate with community developers to encourage the kinds of community environments that will be attractive to Missouri talent to remain in-state, especially for young, degreed professionals through diverse communities offering lifestyle options and amenities people are seeking. (The Rise of the Creative Class by Richard Florida.)
  - Strategy 2: Develop a methodology to clearly identify workforce demands and requisite skills on an ongoing basis.
    - Action 1: Relying on MERIC's network, to collaborate with its workforce partners to present a recommendation to MoWIB for an appropriate methodology by July 2009.
    - Action 2: At each MoWIB business meeting, include a status on the most current economic trends and issues by an appropriate partner.
  - Strategy 3: Promote continuous preparation of prospective and current workers to access training opportunities that address basic, life, employability and technical skills through lifelong learning.
    - Action 1: Increase the completion rate for post-high school educational programs including 2-year, 4-year, Apprenticeship, Vocational, and other certification programs.

- Action 2: Post-secondary education programs (2-year, 4-year, Apprenticeship, Vocational, etc.) will be more flexible through access to computer on-line training options and “just in time” training.
- Action 3: Work with Regional Technical Education Councils (RTECs) to further life-long learning efforts in each region.
- Action 4: Identify and develop new private and public partnerships to enhance opportunities, job readiness and employee retention.

II. **Alignment.** Align and integrate the workforce system to include education, economic development, workforce development, community development, and other partnerships as appropriate.

Strategy 1: Refine policy and procedure barriers to encourage alignment.

- Action 1: By December 2009, create an interagency effort to conduct a policy and procedures audit to identify existing and potential barriers to alignment.
- Action 2: Using the findings of the policy and procedures audit, recommend changes which will further alignment.
- Action 3: Identify current funding streams and areas for better utilization of funds through an inventory of those funding streams using an appointed team.
- Action 4: Develop corporate links to access training and learning opportunities.
- Action 5: Expand customized education and training opportunities where the business community and workforce partners work cooperatively.
- Action 6: Support programs for populations with special needs, i.e., at-risk youth, dislocated workers, mature workers, prisoner re-entry, individuals with disabilities, etc.

Strategy 2: Align the philosophies of partner agencies to focus on integration around a common vision to enhance workforce development efforts.

- Action 1: Conduct resource mapping of the partners to identify all training resources available in the state, both public and private.
- Action 2: Compile the visions of the workforce partners to identify commonality and differences.

Strategy 3: Research best practices that enhance alignment and integration with the potential for application in Missouri.

Action 1: Staff will identify those practices on an on-going basis and provide to MoWIB.

Strategy 4: Align the work of the local WIBs with the vision and work of MoWIB to balance local autonomy within a statewide framework.

Action 1: On an annual basis, each LWIB will report its successes and challenges to MoWIB.

Action 2: Staff will identify the visions and missions of each LWIB to enhance further understanding and cooperation.

Strategy 5: Build internal capacity to support acquisition of alternative funding sources at state and local levels.

Action 1: Encourage participation in on-going entrepreneurial initiatives while being supportive of continued new efforts.

Action 2: Identify potential leads for funding and distribute to LWIBs for further consideration for enhancement of local goals.

III. **Accountability.** Design a system for accountability and continuous sustainable improvement that focuses on quality and return-on-investment.

Strategy 1: Develop a scorecard to measure progress and inform practice.

Action 1: Identify and define indicators; set benchmarks; collect data; evaluate; act.

Action 2: Determine success measures for effectively connecting with target audiences.

Action 3: Identify criteria for a “pay for performance” system.

Strategy 2: Insure that curricula are aligned among educational levels and with industry standards.

IV. **Awareness.** Create a sense of urgency by communicating what MoWIB is and its responsibilities through effective communication, brand identification and awareness.

Strategy 1: Develop a branding and communication plan for both internal and external customers.

Action 1: Develop a communication plan by date to be determined.

Action 2: Develop and implement a branding initiative.

- Action 3: Engage and train partner agencies to deliver a common message in support of the workforce system.
  - Action 4: Promote the value of certificates and industry-based credentials, as well as two- and four-year degrees.
  - Action 5: Publicly recognize significant workforce successes.
- Strategy 2: Educate the legislature and other potential funding sources regarding the importance of investment in improvement of the workforce system.